

# THE HIDDEN BRAIN

How our  
unconscious minds  
elect presidents,  
control markets,  
wage wars, and  
save our lives.

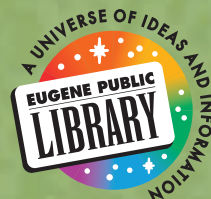


## SHANKAR VEDANTAM

**Saturday, April 30 at 2:00**  
**Downtown Library FREE**

Sponsored by Eugene Public Library, Friends of the Library,  
and the Eugene Public Library Foundation

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**O THE DUCK  
STORE**

Combining top-notch reporting and the latest research, Vedantam explores how our minds really work, including the powerful impact of prejudices we don't realize we hold. Fascinating examples illuminate the psychological principles behind racial and gender bias; decision-making in emergencies; terrorism; and much more. A national science writer for *The Washington Post*, Vedantam is currently a Nieman Fellow at Harvard University.